

Data Accuracy and Reliability Issues

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How Do We Get Accurate and Reliable Data?

- **Use a Representative Sample**
 - Draw Sample from Entire Population
 - Draw Sample Randomly (Everyone has an equal chance of inclusion)
 - Make Sample Large Enough to Represent Population

How Do We Get Accurate and Reliable Data? (continued)

- **Maximize Response Rate**
 - Explain Purpose of Data Collection
 - Guarantee Confidentiality
 - Ask Meaningful Questions in an Unbiased Manner
 - Pretest Data Collection Instrument

Why Are Accurate and Reliable Data Important?

- Thoroughly Understand the Nature and Scope of the Problem
- Identify Current Practices, Standards, Procedures, and Vulnerabilities
- Identify Potential Preventive Measures and Help Promote Security
- Optimize Resource Utilization
- Inform/Drive Policy and Procedures
- Do All of the Above for All Sectors of the Business Community

Other Potential Survey Benefits

- **Foster Cooperation Between Private Sector and Government**
- **Further Raise the Level of Awareness Regarding Computer Security**

Reasons Against Having Accurate and Reliable Data

- Victims may not want true level of incidence known because of adverse consequences
- Exaggerated claims may benefit those businesses selling computer security services and products or agencies seeking funding
- Perpetrators don't want the increased enforcement/detection efforts that heightened awareness would bring
- Managers may not want to know about risk because of increased cost and inconvenience of security measures